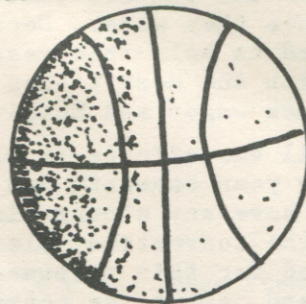


AMERICAN SPORTS COLLECTORS ASSOCIATION PRESENTS:

THE
FOURTH
ANNUAL
MIDWEST
SPORTS
COLLECTORS
CONVENTION



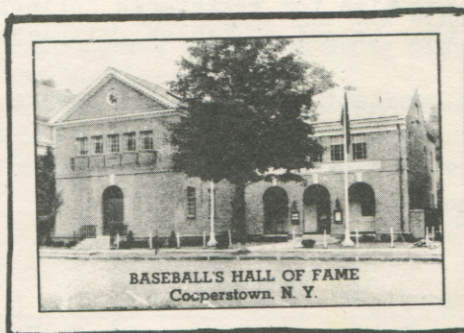
OFFICIAL

PROGRAM

TROY-HILTON INN

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WELCOME !!

The convention committee extends a big welcome to all of you attending this, the Fourth Annual Midwest Sports Collectors Convention. It is your attendance and support that has made the first three conventions the resounding successes they were. Because of your continued and faithful support we've arranged to hold this year's convention in the largest room of the Troy Hilton Inn, with the most tables we've ever had. Two features new to the convention, the snack wagen and hospitality room, promise to add to your comfort.

All our efforts in planning this and future conventions can best be realized by your comments and opinions expressed upon conclusion of this event. If you have any strong dissenting or supporting opinions concerning anything about the convention, please make your feelings known on the questionnaires provided for this purpose. Please tell other collectors, not fortunate enough to attend, about the convention through correspondence, word of mouth and in the sports collectors' papers.

* * * * *

PLEASE OBSERVE THE FOLLOWING SIMPLE RULES & COURTESIES

1. Be careful with your cigars, cigarettes, pipes and matches around the tables and displays. This also goes for food and beverages.
2. Don't handle other collectors' material without their permission, unless in full view of them and with their obvious consent.
3. No unnecessary noise or horseplay will be allowed.

COLLECTORS ARE SOLELY RESPONSIBLE FOR THEIR PROPERTY. THE CONVENTION COMMITTEE WILL ASSUME NO RESPONSIBILITY FOR ANY LOSS OR DAMAGED ITEMS.

A special welcome is extended to our guest speaker, Walter 'Hoot' Evers, former Detroit Tiger outfielder, and now the director of player development with the Bengals. A biographical sketch and photos of Hoot can be found in the center section of this program.

TENTATIVE SCHEDULE

Friday, July 20

- 3 PM - Unofficial opening time for registered collectors only. This will be a casual period for them to set up tables, displays, and get acquainted with each other.
- 9 PM - Submit material consisting of rare and scarce items for the first auction - - 50 lots.
- 10 PM - First auction will begin.
- Midnight - Closing time.

Saturday, July 21

- 9 AM - Doors open to everyone.
- 7 PM - Approximate arrival time of guest speaker, Hoot Evers. He will be available for autographs for a short while.
- 7:30 PM - A short talk by Hoot Evers, followed by a question and answer period. He will again be available for autographs and brief interviews following his talk. At regular intervals Hoot will reach into a container of registration receipts to select a 'door prize' winner.

9:30 PM - Submit material consisting of scarce and some more common items - -
75 lots.

10:30 PM - Second auction will commence.

Midnight - Approximate closing time.

Sunday, July 22

9 AM - Doors open to everyone.

5 PM - Tentative closing time.

A U C T I O N R U L E S

1. Collectors with sports material for auction are asked to bring these items up to the auction table at least 15 minutes prior to scheduled auction time. Accompany each lot with your name, a description and minimum bid. A group of tables will be set aside for the purpose of displaying auction material and someone will be on hand to watch over these tables and their contents.
2. Each item submitted for auction will have to pass through our screening committee to determine whether it qualifies for the auction. All we hope to accomplish by this is to keep out the most common, ordinary stuff that most collectors already have on their table or in their collection.
3. In all fairness we must ask that you do not bid on your own material, just to jack up the bidding. If you're caught doing this, the item will be withdrawn from bidding and a fine of \$2.00 will be assessed the owner. Should this foul practice not be noticed until after the bidding is finished, the winner does not have to pay for the item unless he wishes to do so.
4. Those placing items up for auction will receive 90% of the winning bid.
5. In order to constitute an auction, there must be at least two bids per item. Should an item receive no bids, it cannot be put up for auction again: If a lot receives only one bid, the owner is not obliged to sell it.
6. Up to \$20, each bid should increase over the previous bid by increments of at least 25¢. Over \$20, the increments will increase to at least 50¢ over the previous bid.
7. All bids are considered final and binding, unless the winner of a lot is unable to pay for this lot. In this event, the bidding will be considered invalid and the item can be put up for auction again.
8. The owner and winner should make a note of the winning bid immediately at the conclusion of bidding, and have it verified by someone at the auction table who is handling the recording of bids.
9. At the conclusion of each auction, all those who had winning bids should pay the cashier by check or cash the total amount of his winning bids. At this time he may pick up the material he won in the auctions.
10. As soon as everything is paid for, those who had merchandise that was auctioned off may pick up their money at the cashier's table. Remember: 10% will be taken off each winning bid to go into the convention fund.

* * * * *

A C K N O W L E D G E M E N T S

Ernie Harwell, Detroit Tiger announcer, for the advance publicity he gave us thru numerous plugs during Tiger ball games, and for the pre-game interview on July 15.

Any others who granted interviews, unknown to me at press time, and those who chose to advertise and submit articles for this program.

THE 1972 CONVENTION

How would this year's (1972) convention compare to the highly successful event of the previous year? We pondered this question since we were moving from downtown Detroit to suburban Troy, into a brand new, but not completely finished, motor hotel, and yet early indications showed another record gathering. We weren't disappointed as an estimated 500 people attended the three day and two night THIRD ANNUAL MIDWEST SPORTS COLLECTORS CONVENTION on the weekend of August 18-20, 1972.

My wife, Carol, and I arrived at the Troy-Hilton Inn about noon on Friday, August 18, to get an early start, and met Wayne Thompson of Washington, D. C. and Earle Good of Punxsatowney, Pa. at the front desk, registering into the motel. About ten days earlier we learned that the big convention room, the Oakland Room, would be unavailable to us until very late Friday night. The hotel people assured us our tables would be moved into the room with the utmost caution and care, but we decided to have a couple of committee members oversee the move anyway. Where were we moving from, you ask? They gave us a barely completed wing in which to set up tables in the hall and two adjacent rooms. Needless to say this proved to be inconvenient.

By one PM more collectors arrived, claiming whatever tables suited them. This continued all afternoon although the halls were cluttered with workmen and their equipment, putting the finishing touches into the rooms in our wing. By five PM they were gone and we had the whole wing to ourselves. There were at least 45 tables lined throughout the four hallways and two rooms and nearly all were accounted for by six PM. There was no official starting time due to the general confusion and things were really humming by this time. Over 150 collectors filtered through Friday afternoon and evening and, despite cramped quarters and the overall inconvenience of the situation, there were very few complaints and everyone had a great time.

The Oakland Room was ready for us about 4 AM Saturday morning, and Jay Barry and Frank Nagy supervised the moving of some 50 tables, all laden with sports materials, into the

convention room. The move went off without a hitch, so things were in fine shape when we arrived at the room at nine Saturday morning. Many others also got there early and the place was really buzzing by 10 AM. This year there were no TV crews recording the event, although no one seemed to notice or even care. A couple of reporters covered the convention and a few stories appeared in the papers during the weekend, but nothing to compare with the coverage we received in 1971. There was a rumor that NBC-TV Sports was going to cover the Friday night action and show it on one of the Game of the Week pre-game shows. However, the show didn't go on as they never made an appearance. Later on I heard that they had a prior commitment.

Once again the convention attracted collectors from all over the country and Canada. The foremost person in attendance was the dean of the dealers, Goodwin of ADCC Sports Book Exchange, Los Angeles. Goody combined the convention with a vacation trip to his native Cleveland, and he proved to be a strong asset to the assemblage. He donated half a dozen door prizes, including old baseball guides, cards and pins. Again we lured a Florida collector, 17 year old Mark Jordan, organizer and chairman of the Florida Sports Collectors Convention held in St. Petersburg last summer.

The first auction took place at 2PM Saturday and featured 43 lots of scarce and unusual material, mostly regional cards and the like. Sunday's auction was held early (11 AM) to enable the early departers to participate and still get on their way before mid-afternoon. This auction had about 55 lots of material similar to Saturday's. Approximately \$1250 changed hands at the two auctions.

Saturday evening the highlight of the convention took place as Rich Egan kicked things off with a short talk regarding the new card catalog he's been working on for the past couple of years. Dick Reuss then introduced Detroit Tiger announcer Ernie Harwell, a late addition to our program, and he spoke briefly on collecting and the convention. Ernie then introduced our featured guest speaker, Gates Brown, Tiger outfielder and pinch hitter extraordinaire.

BASEBALL CLUB

IDEA REAPS RICH BENEFITS

by: Tim Turner
Springfield, Ohio

He said he was happy that we invited him (al-
tho in exchange for a considerable fee!) and
talked a short while about the Tigers and base-
ball in general. Then he and Ernie answered
questions from the predominate Tiger audience
for 20-25 minutes. Both before and after the
talks they signed autographs and chatted with
the collectors.

In conclusion, credit must be given to
those responsible for the success of the con-
vention, namely the committee of Jay Barry,
Chuck Brooks, Ed Lotz, Frank Nagy, Dick Reuss,
John Rumierz and Lloyd Toerpe. Plus the staff
of the Hilton Inn, especially Yvonne Brennan,
sales manager, who worked closely with us in
the weeks prior to the convention. Special
credit must be given to the gal who ran the
registration desk, Carol Toerpe, who did an
unfailing job with efficiency, authority and
an abundance of charm, with help from other
collector's wives, most notably Louise Nagy
and her daughter, Brenda. The success of the
auctions was due in large part to the auction-
neering team of Frank Nagy, John England, Mark
Jordan and Dave Lewis. We miss one of the
best who helped us out in 1970 and 1971, Ed
Broder. And a big thanks to Ernie Harwell for
alloting many and various plugs for the con-
vention during his Tiger broadcasts for 2 - 3
weeks preceeding the affair, and for granting
a pre-game interview with Dick Reuss. And
finally, thanks to all those who advertised
and submitted articles for the program.

* * * * *



Irv Lerner, Goody Goldfaden and Lloyd Toerpe
looking over a scrapbook of Irv's treasures.

The conception of the Fairbrook Ele-
mentary Hobby Club came about in April
of this year when a group of students
learned that their teacher was a baseball
card collector. I was approached by
three freckled faced 10-year olds who
wanted to start a club. A brief discus-
sion insued with the students and the
principal before I agreed to run the op-
eration after school on Wednesday night
from 3:15 to 4:30.

The Baseball Club, as it came to be
known, was open to boys and girls in
grades 4, 5 and 6 with a 3rd grader
sneaking into the meetings now and then.
The kids paid dues of 10¢ per session
and the membership seemed to fluctuate
between 45 and 65 per session. The dues
were later used for a party and the pur-
chasing of tickets for a Cincinnati Reds
game in June.

After session one, the trial and er-
ror meeting, I found that three variables
must be manipulated before total learn-
ing by the students would occur. First,
the kids needed something to chew on so
that they would concentrate better on
the ideas being presented. The result
was the purchase of Topps gum, and from
cards, so that each member had a stack
of gum a week. Second, the time limit of
4:40 must not be exceeded as the parents
were prompt on picking up their siblings
and I wouldn't want to be accused of
breaking up the Brownies that occupied
the gymnasium at the same time slot.
Finally, be prepared to incure a horse
voice and expect to repeat each fact gi-
ven several times.

My curriculum of activities was cen-
tered on learning while having fun. The
Baseball Club ran for a period of ten
weeks, and doesn't have to be limited to
the classroom. I found many parents in-
terested in the club and received several
nice letters from parents showing their
appreciation. I did receive a rather
amusing note from a mother that read, "Do
you know you stole my son's baseball card
of Nicky Mantle of the New York Mets?".
A baseball club for adults in '74? Oh
well, wait til next year!

JOSEPH CRONIN

PRO FOOTBALL INFORMATION LIBRARY

1501 CORMIER ROAD, GREEN BAY, WISCONSIN 54303

Phone (414) 494-0084

Complete College and Pro Football Research Service

• Statistical Summaries • Biographical Data • Feature Stories • Interesting Anecdotes

PUBLICATION COLLECTING

Publications are increasing in popularity with collectors because they are interesting in themselves and they are sequenced in many ways. They are much more difficult to collect the complete sequence, but they can be used along the way for research projects, etc.

Books and pamphlets are published by every echelon of sports management, mostly for use by the media in covering activities. Collectors are most interested in pro baseball, just as with cards. I'd estimate about 60% of the activity is in baseball, perhaps 30% in football (primarily pro), and about 5% each in basketball and hockey, again mostly pro interest. Pro interest seems to dominate, something like four to one, with college football the only deviation of note.

Let's go through the types of publications. First of all is the GUIDE, such as the Spink Baseball Guide, the NFL Record Manual, the NBA Guide, and the NHL Guide. The guide is the best publication, available the longest. It has most of the pertinent information that is presented well, and it is necessary for the serious collector in any sport to try and get all the guides available on that sport. Some other examples of guides are the NCAA Guides, AFL and ABA Guides, and Converse Basketball Yearbooks.

Next comes the LEAGUE BOOKS, such as the Red and Green Books, AFC and NFC Media Information Books, college football and basketball conference guides, minor league baseball publications paralleling the Red and Green Books, etc. Usually quite good in content, all the information one needs

to cover that league for that year: rosters, statistics, records, sometimes biographies. They are next to begin publication after the guide. You might call the NBA and ABA Guides examples of this type of publication, others being the International League White Book, WHA Media Guide, Big Ten Records Book, ECAC Football Guide, etc.

Then there are the individual team media guides, called by a multiplicity of names: press book, press guide, facts book, yearbook, etc. This is a booklet that contains from a dozen pages to ten times that many, designed to assist people in covering that particular team. Just about all teams (pro and college) publish a media guide, so you can get much detailed information on your favorite team and players. Also, a media guide is generally pocket sized, since they evolved as a supplement to the program in media coverage. They seldom feature pictures--their biggest setback. With a set of media guides, your favorite team is covered like a blanket, and you've got all the information. Even one media guide gives you a lot of information.

The most common and most popular collectable is the PROGRAM. I cannot think of a sporting event that does not have a program. Disadvantages are the huge amount of advertising they normally feature, and if you 'save 'em all', you have an unwieldy pile of magazines where most of them are very similar, if not identical. Advantages are that they are very plentiful, relatively easy to acquire, and most have pictures. In addition, some are quite good. Some programs serve as the team's media guide, as in minor league baseball and football now; also with teams many years ago, when media guides were uncommon. These programs vary widely in value, depending on content, mostly, and also what the program was for, like college football Bowl games, pro football Championship programs draw a premium price.

YEARBOOKS are quite similar to press books although the size of a program, and with the advertising too. More yearbooks seem to have been saved. The disadvantage is this: there are breaks in publication in some cases.

MAGAZINES can be quite good in some instances and really horrendous in others. A few seem to follow a sequence of sorts. Collect magazines very carefully as some are so poor they won't even burn very well. Street & Smith and Petersen are excellent.

Next you'll find that if you're interested in a certain topic, so are others; and you'll find what I call ONE-SHOT publications--little gems that deal with one topic very well, like baseball minor league record books, pro football recruiting books, handouts like the well done 56 boxing booklet by Kessler, and some hardcover books. They can be very hard to find, but they can really fill in a library with information and character.

Typically, a publication collector should confine himself to a particular area of concern. For example, a team--pro football, college basketball, WHA, ABA, or whatever turns you on--use your imagination. Those who collect extensively get all the guides and a selection of media guides in most cases. And, try to come up with material on your own, to bring things into the collecting world to trade or sell.

If you have anything interesting or rare on pro football or baseball, let me bid on it. I always keep pretty much older material for trade. If you're a collector who wants to short himself in one area of concern, I can offer you material in any area that interests you.

For those who are interested, I'll answer any questions on the availability of anything on baseball, football, basketball and hockey.

Those who are doing research on baseball or football should contact me too. Send an addressed postcard with your letter, please.

If you are ever in the Green Bay area call me at (414) 494-0084. I'm sure we can get together at my home to talk over collecting.

* * * * *

WANTED

PRO FOOTBALL PRESS GUIDES: Green Bay 1948 & 56; Eagles 48 thru 53 & 56; Giants 1949; 49ers 1946, 53 & 58; Browns 46, 48, 50 & 53; A.A.F.C. - all; AFL - 1960-62 - all & 1963 Denver; C.F.L. - all before 1961 plus 1963 & 64 Toronto Argos.

OTHER PRO FB NEEDS: 1938 Spalding NFL Guide, 1943 & 45 NFL ROSTER Manuals, 1947 AAFC Record Manual, 1949 supplement to the AAFC Record Manual, Crown Life Canadian Fb Roster for 1962, 60, 59, 57 and all before 1956.

CONVERSE BASKETBALL YEARBOOKS WANTED: Prior to 1936, 37, 39 - 46, 53 - 56, 59 & 67.

Also need most minor league football and baseball material, and many of the 'one-shot' items on baseball and football.

Joseph Cronin
1501 Cormier Road
Green Bay, Wis. 54303

* * * * *

WANTED

1967 Super Bowl, Rose Bowl, World Series and all All-Star programs.

Write to:

Bill Adrian
2614 Fairfax Rd.
Lansing, Michigan 48910

PRESS GUIDES FOR SALE!

BASEBALL, FOOTBALL (college & pro), HOCKEY, BASKETBALL (college & pro), from 1969 - 1973, at reasonable prices. See me at my table at the convention. If you miss me at the convention, send 25¢ in stamps or coin for my large press guide list, available in late October or early November. Besides a good selection of pro and college sports guides, this list will also include conference guides & record books, playoff and bowl game brochures, etc. Hundreds of orders have been sent to satisfied customers during the past three years. Reserve your copy of my fall list now. Send 25¢ in stamps or coin to: Lloyd Toerpe, 3389 Brookgate Drive, Flint, Mich. 48507

DETROIT CONVENTIONEERS:

If you aren't already a subscriber to SPORT FAN, reserve your copy now of the big Detroit convention issue, which will include pictures and stories. An excellent souvenir item. Price, 75 cents. Or subscribe to SPORT FAN for \$2.50 and get the next six issues, including the Detroit convention issue. Send your subscription to:

SPORT FAN, 840 Conestoga Road, Rosemont, Pennsylvania 19010

Here's what a few other collectors had to say about the May-June Chicago convention issue of SPORT FAN:

"Thoroughly enjoyed your exceptional coverage of the Chicago Convention. The next best thing to being there in person." -- Jim Horne, Davis, California.

"Have to compliment you on your tremendous coverage of the Chicago Convention. I thought it was just an excellent write-up, and the photos were priceless. I especially enjoyed Lionel Carter's humorous piece. The detail at which you covered the get-together was unbelievable. Your articles, the entire issue, are a collector's item in themselves." -- Mike Bonderanko, Black River Falls, Wisconsin. (Mike is the publisher of the Sport Collectors News--see his full page ad elsewhere in the program)

"Enjoyed the latest SPORT FAN with its Chicagoland Sports Expo coverage. See--some wives do read the collectors' papers, and enjoy them." -- Jeanne (Mrs. Ray) Medeiros, Redondo Beach, California.

"An excellent souvenir collector program. You did an excellent job of covering many many collectors, and in a newsy, interesting way." -- Paul Frisz, Terre Haute, Ind.

"Yours is probably the most newsy of all the periodicals, an enjoyable factor for one as isolated from meeting friends first-hand as I. Keep it up." -- Richard Dobbins, Alamo, California.

"SPORT FAN coverage of the Chicago convention in photographs and story content was the finest job of reporting I have ever seen in any hobby publication. If one was available, I would recommend a Pulitzer Prize. Your comments and interviews were so thorough and so professionally done as to show up my efforts both in SPORT FAN and in other hobby publications as the amateur attempts at journalism that they really were. Congratulations on a truly great job." -- Lionel Carter, Evanston, Illinois.

"Coverage of Chi convention was excellent. Sure made me wish I could attend one some time." -- Eugene Wood, Madill, Oklahoma.

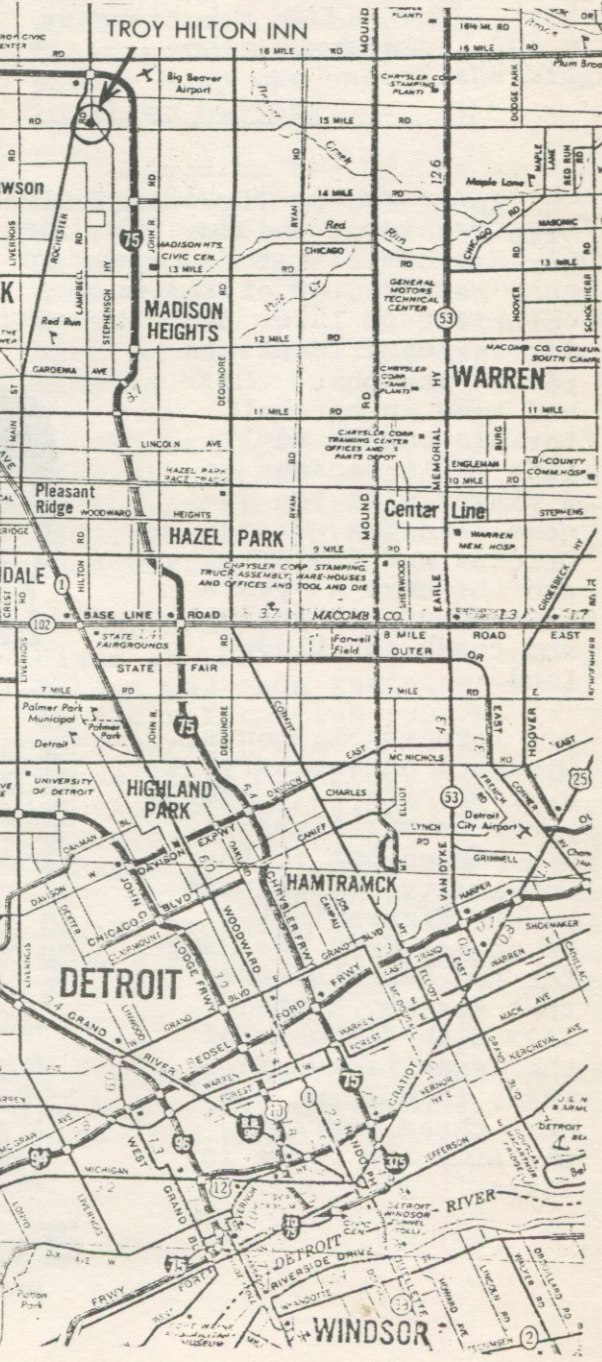
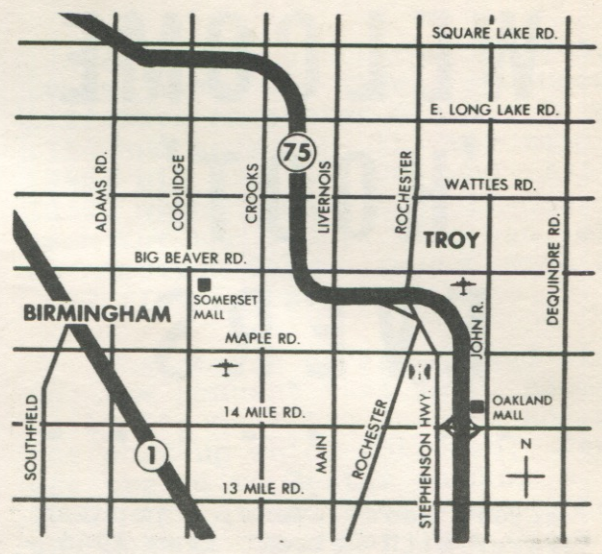
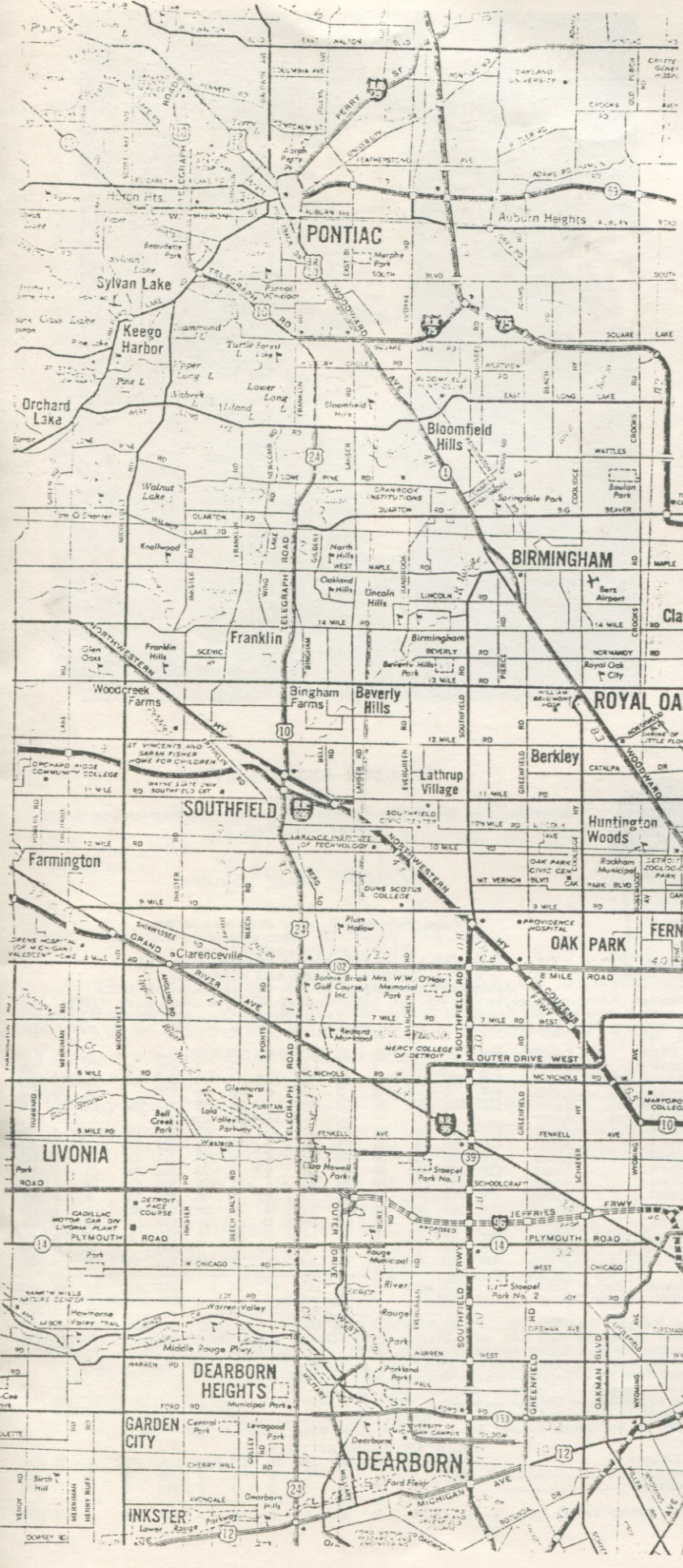
"Your publication is super. I wish it was published every month instead of every other month. It is just too long a wait for such good reading about sports collecting. Especially enjoyed the Chicago Sports Expo issue." -- Bruce Kipling, Cairo, Ga.

"Really liked the coverage of the Chicago Convention." -- Willie George, Jr., Oak Hill, West Virginia.

"Really liked the Chicago Convention coverage and photos." -- Edward Broder, Yokohama, Japan.

"Always enjoy your excellent publication. Many other express the same." -- H. R. Shapley, Smyrna, Delaware.

Look for the editor of SPORT FAN, Bob Jaspersen, at his table at this convention.



WELCOME 'HOOT' EVERS

Walter 'Hoot' Evers, a popular player with Detroit from 1946 - 1952, pictured at the right as he appeared about 1950.



Appointed by Tiger Executive Vice-President and General Manager Jim Campbell to succeed Don Lund as Director of Player Development in 1970, Evers brought impressive credentials to his new post. He had been in baseball for his entire adult life -- 11 seasons as a player with the Tigers, Red Sox, Giants, Orioles and Indians and the next 14 years as a scout, executive and coach for Cleveland.



WALTER ARTHUR EVERS (Hoot)

(Western star "Hoot" Gibson was his favorite as a boy—chums started calling him "Hoot.")

Walter 'Hoot' Evers

Born, February 8, 1921, at St. Louis, Mo.
Height, 6.02. Weight, 180. Blue eyes and blond hair.
Throws and bats righthanded.
Married Nancy Kalbfleisch, December 25, 1941.
Hobbies—Fishing and hunting.

Attended University of Illinois two and one-half years.

Established American League record for outfielders in fielding percentage (.9970), 1950, surpassing mark held by Milt Byrnes of Browns and Joe DiMaggio, Yankees; played 115 errorless games in outfield, May 28, second game, to October 1, 1950 (not a record); hit for cycle, September 7, 1950.

Year.	Club.	League.	Pos.	G.	AB.	R.	H.	2B.	3B.	HR.	RBI.	B.A.	PO.	A.	E.	F.A.
1941—Beaumont	Texas	OF	7	23	2	4	0	0	0	2	.174	15	1	1	.941
1941—Winston-Salem	Pied.	OF	117	415	41	96	14	1	4	36	.231	229	15	9	.964
1941—Detroit	Amer.	OF	1	4	0	0	0	0	0	0	.000	0	0	0	.000
1942—Beaumont	Tex.	OF	152	556	92	179	28	8	10	92	.322	368	15	4	.990
1943-44-45—Detroit	Amer.														
1946—Detroit	Amer.	OF	81	304	42	81	8	4	4	33	.266	196	2	5	.975
1947—Detroit	Amer.	OF	126	460	67	136	24	5	10	67	.296	334	10	8	.977
1948—Detroit	Amer.	OF	139	538	81	169	33	6	10	103	.314	392	8	11	.973
1949—Detroit	Amer.	OF	132	432	68	131	21	6	7	72	.303	319	12	2	.994
1950—Detroit	Amer.	OF	143	526	100	170	35	*11	21	103	.323	325	15	1	*.997
1951—Detroit	Amer.	OF	116	393	47	88	15	2	11	46	.224	234	9	6	.976
1952—Detroit	Amer.	OF	107	402	53	106	17	4	14	59	.264	219	8	6	.974
1953—Boston	Amer.	OF	99	300	39	72	10	1	11	31	.240	161	3	2	.988
1954—Bos.-Detroit x	Amer.	OF	36	68	6	11	4	0	0	5	.162	34	1	0	1.000
1954—New Yorks	Nat.	OF	12	11	1	1	0	0	1	3	.091	4	0	0	1.000
1955—Ball. y-Cleve. z	Amer.	OF	99	251	31	63	17	2	8	39	.251	139	2	1	.993

American League Totals	1079	3678	534	1027	184	41	96	558	.279	2353	70	42	.983
National League Totals	12	11	1	1	0	0	1	3	.091	4	0	0	1.000

Major League Totals 1091 3689 535 1028 184 41 97 561 .279 2357 70 42 .983
 †Traded to Boston Red Sox with Pitcher Paul (D zzy) Trout, Third Baseman George Kell and Shortstop Johnny Lipon for Pitcher Bill Wight, First Baseman Walter Dropo, Third Baseman Fred Hatfield, Shortstop Johnny Pesky and Outfielder Don Lenhardt, June 3, 1952.

‡Released to New York Giants on waivers, May 18, 1954.
 §Released to Detroit Tigers on waivers, July 29, 1954.
 x Sold to Baltimore Orioles, January 3, 1955.
 y Released to Cleveland Indians on waivers, July 13, 1955.
 z Traded to Baltimore Orioles for Outfielder Dave Pope, May 13, 1956.

Year.	League.	Pos.	AB.	R.	H.	2B.	3B.	HR.	RBI.	B.A.	PO.	A.	E.	F.A.
1948—American	OF	4	1	1	0	0	1	1	.250	0	0	0	.000
1950—American	OF	2	0	0	0	0	0	0	.000	1	0	0	1.000
All-Star Game Totals		6	1	1	0	0	1	1	.167	1	0	0	1.000



A recent photo of Hoot Evers as he appears in his capacity of director of player personnel.

* * * * *

Special guest speaker at the 1973 convention is Hoot Evers, Director of Player Development for the Detroit Tigers. Hoot will be introduced by Tiger Assistant Director of Public Relations, Lou Matlin. Mr. Evers will be on hand for 20-30 minutes prior to his scheduled talk regarding his days as a baseball player, scout and executive, for autographs and brief interviews.

Following his reminiscences he will field questions from the audience for about 30 minutes. At irregular intervals during and after his talk, Hoot will select door prize winners. After the question and answer period he will auction off memorabilia from his collection such as autographed balls and bats, with the proceeds being donated to the Fred Hutchinson Memorial Cancer Fund.

After his discharge in 1945, Evers joined the Tigers and became a fixture in center field. He hit .314 and made the All-Star team in 1948, hit .303 in 1949 and .323 in 1950, when he made the All-Star team for the second time and set an American League record with a .997 fielding average.

The Tigers barely missed winning the pennant that year, slumped badly the next two seasons and in the shakeup which followed, Evers was traded to Boston on June 3, 1952 with Dizzy Trout, George Kell and Johnny Lipon for Walt Dropo, Johnny Pesky, Bill Wight, Fred Hatfield and Don Lenhardt. The nine player swap was one of the biggest in Tiger history.

Waived to the Giants in 1954, Hoot returned to Detroit in July of that year, but was sold to the Orioles before the start of the 1955 season. From there he went to the Indians in July, 1955 and back to Baltimore in May, 1956 to wind up his playing days there.

In 11 major league seasons, with all but 12 games out of 1142 in the American League, Hoot batted .278 with 98 homeruns and 565 runs batted in.

He became a scout for the Indians in 1957 and the following season was made assistant director of their farm club system. From 1959 through 1963 Hoot was the Indians' farm director, then served as vice-president, assistant to the president and acting general manager at various times in the next three seasons before returning to scouting in 1967. He became a coach in 1970 before accepting the Tiger offer to head the Detroit farm system.

Married on his 48th birthday to Mary Craig of Houston, Evers makes his home in Detroit.



PICTORIAL HIGHLIGHTS

Above left: Louise Nagy, Patti England and Marge Mitchell.

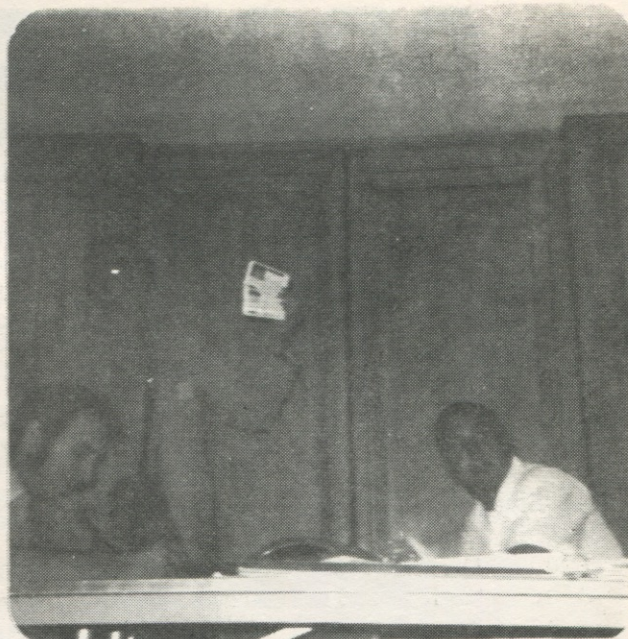
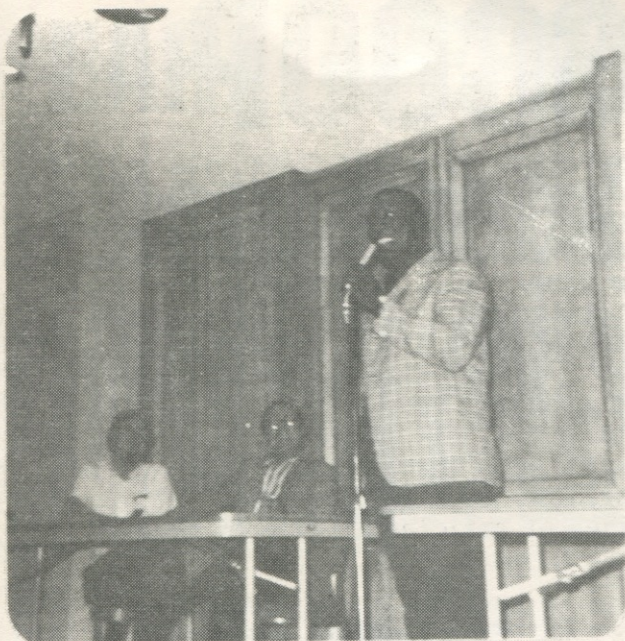
Above: Rich Egan, Don Steinbach, John England, Frank Nagy and Colin Sinclair.

Left: Ross Beedle, Brenda (Nagy) Smith, Mrs. Beedle, Midnight(cat) and Carel Toerpe decorate the registration desk.

Below left: Mark Jordan, Fred McKie, John England and Rich Elliott.

Below: Jo Reuss, Ron Menchine(former Washington Senator announcer) and John England.





OF THE 1972 CONVENTION

Above: Dick Reuss, Ernie Harwell and Gates Brown cracking a joke.

Above right: At the auction with Jay Barry, John England and Frank Nagy.

Right: Jay Barry, Mark Jordan and John England.

Below: Bill Haber, Larry Fritsch and (one more time!) John England.

Below right: Gates Brown signing autographs for some fans, young and old. Recognizable is Harry Lane at the right with the hat on.



SPORTS SCOOP

Hundreds of serious sports fans and hobbyists subscribe to SPORTS SCOOP, the biggest and fastest - growing magazine of interest to both the collector and the man with an interest in sports history. Each month we publish a large (8-1/2" by 11") magazine of 36 pages, each crammed full of articles covering such collecting topics as: Autographs, Cards, Publications and other collectable items, plus dozens of photos which add "life" to every page. Advertisements (both classified & display) by the hobby's collectors and dealers round out the collecting end of our quality, printed magazine.

For the student of sports history, we offer regular features on little-known aspects of the Minor Leagues, by Russ Dille. In addition, Victor Luhrs (noted author of THE GREAT BASEBALL MYSTERY - The 1919 World Series) is currently presenting a series of articles on "Baseball Scandals", beginning with the O'Connell - Dolan Scandal and continuing on with The First Subway World Series. If you read THE GREAT BASEBALL MYSTERY, you won't want to miss this series of articles already in progress.

Among other regular features is a monthly ballot which permits you to select players who belong in Baseball's Hall of Fame. Publisher J. K. Eichmann brings some convincing arguments in favor of many players not presently enshrined at Cooperstown. What about Averill, Klein, Mize, Stephenson, and dozens of others? How can the Hall of Fame election committees continually ignore the game's first 300-game winner, Robert T. Mathews (who, incidentally, was featured in the May SPORTS SCOOP)?

Regular contributors include: Mike Aronstein, Steve Brainerd, Frank Caruso, Allen Denny, Larry Ferlazzo, Ron Greenwood, George Husby, Luhrs, Dave Meiners, Jeffrey Morey, Frank Nagy, Keith Olbermann, Art Ouellette, Patrick Quinn, Jim Rowe, Don Steinbach, Lloyd Toerpe, and recently-added Larry Fritsch.

Thinking about "signing up" for a year? Well, you'll be in good company. Most serious sports hobbyists already subscribe and advertise regularly. In addition, SS is read by Earl Averill, Johnny Mize, Barney McCosky, George "Tioga" Burns, Bob Johnson, and several other former major league ball-players. Both the Pro Football Hall of Fame and Nat'l Baseball Hall of Fame subscribe, as do 100's of "common, everyday folks" who simply enjoy sports and sports collecting.

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JOHNNY MIZE, one of the all-time great sluggers and owner of a .312 lifetime batting mark, was the leading vote-gainer in SPORTS SCOOP's first ballot for hitters not in the Baseball Hall of Fame. Mize and former Cleveland Indian, EARL AVERILL, were named on better than 95% of all ballots. Both past stars are SPORTS SCOOP subscribers!

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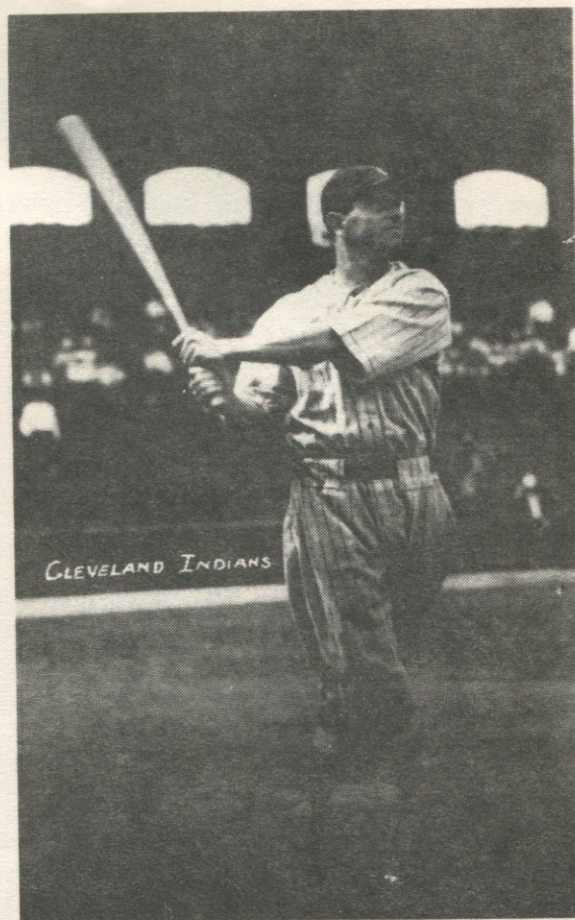
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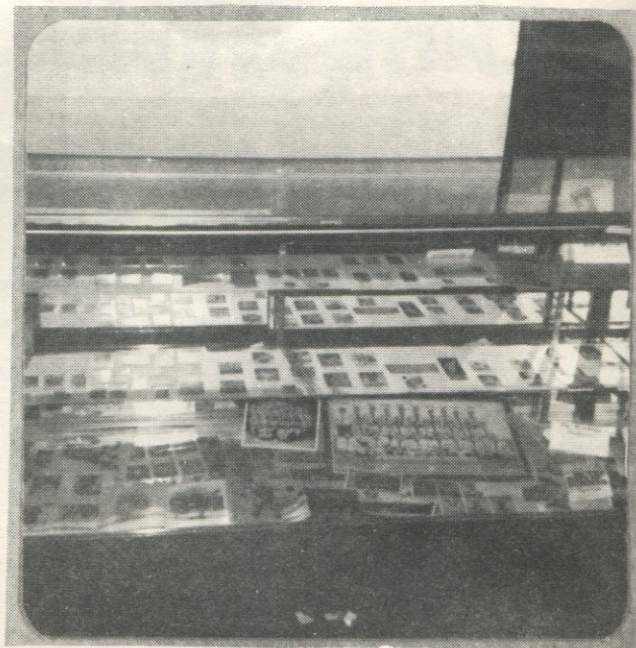
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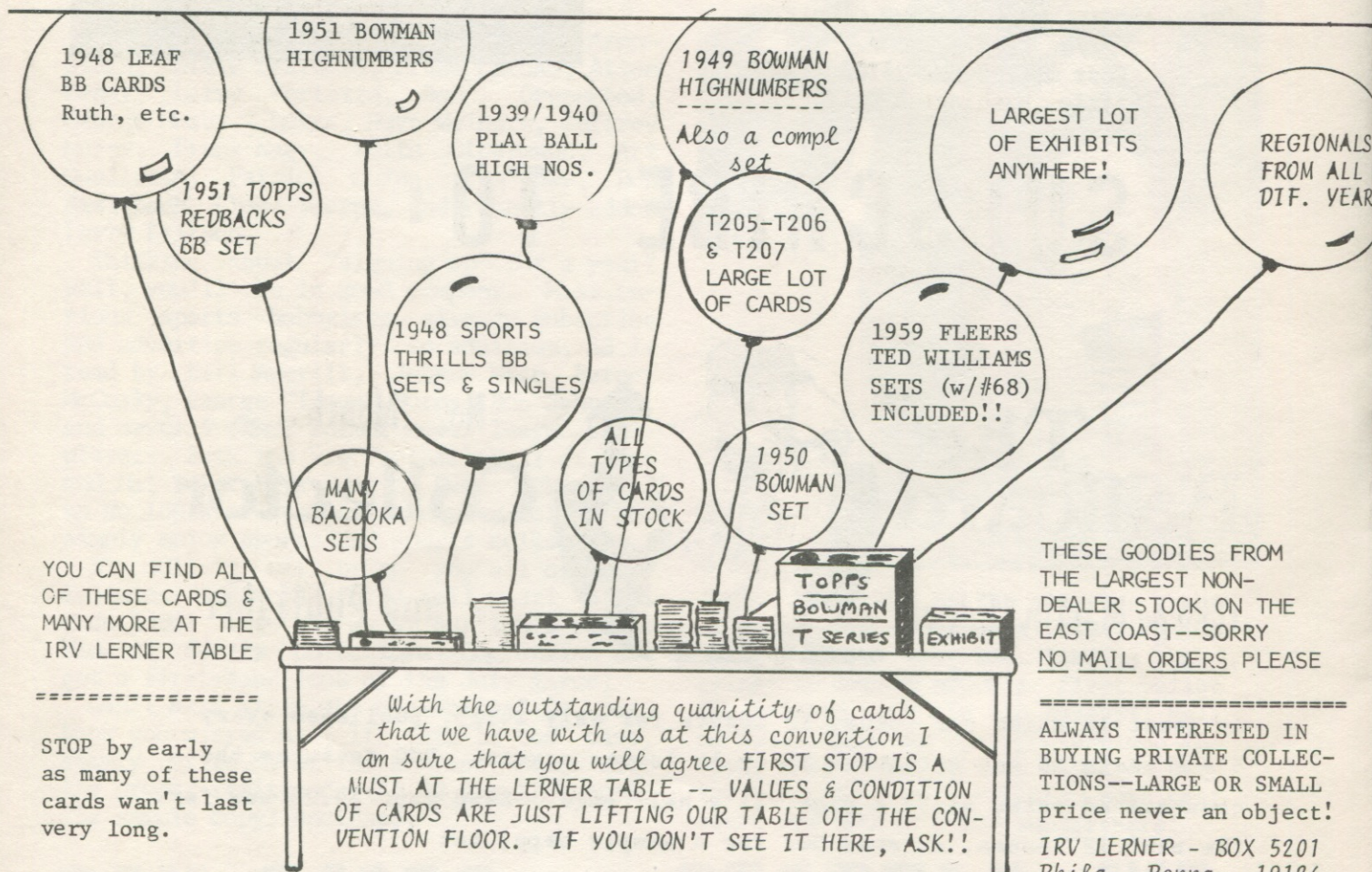
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WHO'S WHO IN CARD COLLECTING

For most of the card collecting fraternity who is familiar with the above book not much more need to be added. But for the small percentage of collectors who have not purchased a copy of the 1970 or 1971 Editions and are unaware of WHO'S WHO IN CARD COLLECTING here's a sampling of what can be found between its covers.

- * ATTRACTIVE FRONT AND BACK COVER featuring 19 of the rarer cards in our hobby.
- * OVER 100 FULL-SIZE PAGES (8½ X 11) featuring histories of more than 300 active card collectors in the 1970 Edition and more than 400 collectors in the 1971 Edition.
- * A SEPARATE ADVERTISING SECTION listing many fine offers for the beginner as well as the advanced collectors.
- * ANSWERS TO MANY QUESTIONS that you might have asked yourself about other card collectors that you deal with in the hobby.
- * THE CARD COLLECTORS' HALL OF FAME honoring the greats in our growing hobby.
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Since the 1971 Supplement was published more than 200 questionnaires have been received for adding their names to the growing list of collectors in WHO'S WHO IN CARD COLLECTING. Many other collectors have also expressed having their original listings updated and in view of these additions and changes it has been decided that a ALL NEW--REVISED--THIRD EDITION OF WHO'S WHO IN CARD COLLECTING should be published for 1973, with release date schedule for January, 1974.

As in the past editions format will remain similar with noted changes to increase the number of listed collectors and other interesting facts concerning the collectors as well as the hobby of card collecting.

In order to make the 1974 Edition even better we ask for interested collectors in the hobby with knowledge of writing, proof reading, and editing experience to contact us if they can spare any time at all to aid in the publication of WHO'S WHO IN CARD COLLECTING.

SO NOW IS THE TIME TO BE INCLUDED IN THE 1974 EDITION OF WHO'S WHO IN CARD COLLECTING. DON'T DELAY -- DO IT TODAY AND PICK UP YOUR QUESTIONNAIRE FORM AT OUR DISPLAY TABLE IN THE CONVENTION ROOM.

Questionnaire forms can also be obtained by writing directly to us at Post Office Box 5201, Philadelphia, Pennsylvania 19126. Please enclose a large No. 10 envelope with return address and postage with your request.

SINCE SPACE WILL BE A FACTOR IN THIS EXPANDED EDITION WE ASK THAT YOU PROMPTLY FILL OUT THE QUESTIONNAIRE FORM--ANSWERING ALL QUESTIONS and complete the second page history and return as soon as possible. CLOSING DATE FOR ALL QUESTIONNAIRE FORMS WILL BE SEPTEMBER 30, 1973--OR AS SOON AS 600 QUESTIONNAIRES HAVE BEEN RECEIVED.

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Jeff Valentine	4278 Dayton Road	Springfield, Ohio 45502
Ronald Gold	309 West Jackson Blvd.	Chicago, Illinois 60606
Pat Quinn	5114 South McVicker Avenue	Chicago, Illinois 60638
Mark Pender	Marlin Hills, Thistle Drive	Bloomington, Indiana 47401
Don Steinbach	1323 North Williams Street	Joliet, Illinois 60435
Irv Lerner	P. O. Box 5201	Philadelphia, Pa. 19126
Ross Beedle	Box 2	Coatsburg, Illinois 62325
Mike Katroschik	3650 Carol	Melvindale, Michigan 48122
Jim Rowe	3715 South Harvey Avenue	Berwyn, Illinois 60402
Fred Ruffner	611 University	Grosse Pointe, Michigan 48230
Owen Ricker	#114, 157 University Avenue W.	Waterloo, Ontario, Canada
Dan Thaar	17371 Waltham	Detroit, Michigan 48205
Steve Johnson	5532 West 43rd Street	Indianapolis, Indiana 46254
Lionel Carter	1621 Cleveland Street	Evanston, Illinois 60202
Jack Wallin	4122 West Hirsch	Chicago, Illinois
Mike Pearson	1623 Edgewood Blvd.	Lansing, Michigan
Jack Smalling	1225 Roosevelt Avenue	Ames, Iowa 50010
Roy Nelson	P. O. Box 156	Laurel, Maryland 20810
Mike Keasler	1810 Willowbridge	Joliet, Illinois
Ray Venti	4222 Stonebridge, S.W.	Wyoming, Michigan 49509
James Neenan	97 Narragansett	Buffalo, New York 14220
John Stommen	409 North Street	Milen, Michigan 48160
John Kelly	3555 West 11th	Wichita, Kansas 67203
Joe Michalowicz	5855 Glen Forest Drive	Falls Church, Virginia 22041
Willy Yee	15719 West Warren	Detroit, Michigan
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Les Sexton	12114 South Front Street	Chicago, Illinois 60628
Gil Grant	22454 Chatsford	Southfield, Michigan 48076
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Nick Edson	203 State Street	Mancelona, Michigan 49659
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Robert Wilson	10113 Old Orchard Court	Skokie, Illinois 60075
Dave Lewis	23231 Harding	Oak Park, Michigan 48237
Gary Pilot	7105 Bulwer	Detroit, Michigan 48210

OBAKS BASEBALL CARD SET

by Lloyd Toerpe

After reading Russ Dille's enlightening article under his 'Touring the Minors' banner in the March issue of Sports Scoop, I was inspired to write something about the Pacific Coast League myself. I have chosen the Obak Cigarette baseball card set, issued over 60 years ago, as the subject of this article. In many ways similar in appearance to other issues of the 1909-1912 period, especially the T206 White Border set, the T212 Obak issue hasn't been written up in many years. To my knowledge, the last record of a published checklist was done by Buck Barker, noted St. Louis collector, in the April 1961 issue of Charles Bray's Card Collector's Bulletin. Therefore, it seems it's about time this little-known baseball card set was brought to light for the first time, perhaps, in a dozen years.

The Obak Cigarette set was issued in the far West (exclusively?) from 1909 - 1911, at the height of the tobacco industry's seeming monopoly over the issuance of insert cards with cigarettes, cigars, chewing tobacco, and the like. The Obak set is the same size as other tobacco sets of the period, among them: T205, T206, T207, and many of the early ('E') confectiory and candy issues. However, the true similarity ends here as Obak strikes me as a much more attractive set, with sharper and better detailed artwork, than contemporary issues. The colors are outstanding, particularly the background shadings and contrasts on most of the cards.

There are 426 cards in a complete set, according to the 1961 checklist, although more cards may have turned up in the intervening years. 295 of the cards are devoted to Pacific Coast League players from six clubs, with the remaining 131 cards being players from the Northwest League.

The set is divided into three definite groups, with the player's league and the obverse side of the card being the determining factors in the placement. The initial group of 76 cards was issued in 1909 and contains P. C. L. players with blue backs done in Old English script.

Group two is comprised of 112 PCL players and 63 from the NWL, and was issued in 1910. The backs were done in ordinary blue lettering with 'Obak Mouthpiece Cigarettes' displayed quite prominently on the top half of the cards in this group.

The third and final group, released in 1911, consists of 107 PCL and 68 NWL players. The main difference from the previous year is the obverse of the cards, which were done in red lettering and feature a brief history of the player.

In both the 1910 and 1911 groups, many players were repeated from prior years. The 1910 issue seems to be the most common of the three and boasts of '175 subjects selected from Pacific Coast and Northwest Leagues' on the bottom half of each card (some state only 150 subjects, however).

One of the more interesting, though trivial, features of the backs of the 1910 Obaks are catchy (or so the manufacturer hoped) slogans describing the smokes in the least possible number of words. A few of the best are:

Everyone satisfies; Speak for Themselves; Marvelous blend; Mild and Pure; Clean, Wholesome(!); Instantly popular;

and two of the most often used:

Convenient, sensible and Always a pleasure.

Some of the more outlandish phrases used were:

No paste used; Scientifically blended; Surpass imagination; Perfect flavor; ad nauseum.

The 1909 Old English and 1911 redbacks deleted these swell slogans, although they probably didn't think to use them until 1910, while the slogan space in 1911 was used for the players' record.

Despite the fact that no set is complete with less than 426 cards, a closer estimate of the actual number of subjects appearing would seem to be approx-

imately 300, due to many players having been issued two or three years with the different backs. I chose not to attempt an exact count of the different number of players in the entire set, so if anyone with a checklist and the patience required for such a chore, I'd like to know how many you count, without any duplication of subjects. Let's hear, too, from anyone who knows of any cards beyond the basic 426 in this set.

A few words about the players themselves would seem to be in order, as most are unknown to me and probably to most other collectors as well. Nevertheless, there are quite a few familiar names (although, unfortunately, only the player's last names appear on the cards), such as: Graney, Olson, Gandil, Bodie, Zeider, Criger, Roth, Cutshaw, Manush, Wolverton, Seaton, Fournier, Vitt, Willett, Hendrix, Peckinpugh, etc. Doubtless, some of these are the same men who played in the Major Leagues, either prior to or after their PCL and NWL stints.

Any collector with a complete set of 426 Obak cards can consider himself indeed fortunate. I'd like to hear from these lucky few, especially if they can enlighten the foregoing information to any degree. Therefore, any and all additions and corrections are humbly solicited by this writer.

* * * * *

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1. 7 NFL Sunoco Player Stamp Albums with stamps.
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T200 Team Photos: Detroit, Yankees, Browns, Braves, Reds, Cardinals.

T205 Gold Border: Bresnahan(mouth open), Harmon(green background), Graham, Shean, Wiltse(blue bckgrnd), Turner, Rowan, Grant, Donahue, Chase.

T218 Champion Prizefighters: Baldwin, Delmont, Summers(sitting), Welsh.

T219 Champion Pugilists: Jeannette, J. Johnson, Klaus, Langford, West.

T225 Boxers, series 102: Beebe, Gannon.

E76 Prizefighters: Munroe, Walcott.

E79 Scrappers: All but Attell, T.Burns, Y.Corbett, Fitzsimmons, Gans & Nelson, Jeffries, Johnson & Burns, Ketchell, Langford, O'Brien, Rawlins, Sharkey, M. Sullivan.

E145 Crackerjack: 1-3 5-9 15 18 19 22 24 26 27 30-32 35-42 44 46-48 50 52 53 56 57 62-66 70 74 77-86 88 90-93 95 99 102-112 114 115 117 119-125 127-130 132-135 138-140 142 144 146 148 149 152 153 155-170 172-176.

W517 BB Photos: 3-8 10-13 16 20 21 27 28 30-34 37-43 45 46 48.

R312 Color Premiums: All but Bejma & Hemsley; Blanton; Bell Out at First; Cochrane; Fox, White & Goslin; Lopez Traps 2 Cubs; Sothoron & Hornsby; Taylor, Speaker & Cuyler; Vaughn & Wagner; Paul & Lloyd Waner.

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AUTOGRAPH COLLECTING

.

Have you ever dabbled in autograph collecting by writing to various players during the baseball season?

How about all of those unanswered letters--ones which contained a rare card or two that you wanted signed?

This makes most ballplayers bums, right? Not really. Since many fans write to big name athletes who receive such a tremendous volume of mail, most of it goes unopened.

There are two simple rules to follow when collecting autographs for fun. First of all, write to players who don't rate yearly appearances in the All-Star game. In other words, don't write letter after letter to Willie Mays unless you're an experienced signature salesman like Jack Smalling, who's been at this sort of thing since Abner Doubleday first got the guys together at the old ballyard.

Another step to watch is one many people overlook. Pull yourself away from this program and grab a nearby Major League team yearbook. Turn to the scouting directory and you'll find the names and addresses of many former players who will be glad to hear from you.

by: Mike Litaker
53700 Ridge Road
New Baltimore, Michigan 48047

There are a lot of good guys down on the farm too! Drop Joe Niekro a letter in Toledo. Many times I've sat and watched Niekro sign autographs along the outfield railing at Tiger Stadium for as long as 45 minutes, until he had signed for everyone who wanted his signature. I never saw him refuse anyone. Joe Niekro may be at Toledo, but he's still Big League to me.

Feeling kind of greedy, I once sent six baseball cards for Jim Hardin to sign. To give you an idea of what real class in a ballplayer is, Jim signed the cards and sent me an autographed picture with a short letter apologizing that he didn't have a picture of himself as an Atlanta Brave and asking if one of him as an Oriole would do!

During a spring training clinic I had the opportunity to meet Jim Gosger. Even though I was reporting the event for a local newspaper in New Baltimore, Jim was interested enough to talk about minor league hockey and other happenings in the Port Huron area. Just another example that professional athletes are human beings, and not some sacred idol to be observed only from a distance as kids are led to believe.

SPORTS ITEMS WANTED

BASEBALL CARDS: Topps prior to 1958, Bowman 1948 - 53, regional and pre-War issues, all types. I have many comparable cards to trade.

BASEBALL GUIDES: Spalding or Reach 1898-1906, 1920, 1935, Sporting News 1947 - 1950, 1961. I have many to trade from 1910 - 1973.

BASEBALL PRESS GUIDES: Need most years and teams. Have many to trade.

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See me at my table at the convention or write to: Lloyd Toerpe
3389 Brookgate Drive, Flint, Michigan 48507

SOUVENIR PROGRAMS FOR SALE

There are still some 1971 and 1972 MIDWEST SPORTS COLLECTORS CONVENTION programs available. Don't be left out if you didn't get your copy already. They're now on sale at the registration desk for 50¢ each. After the conclusion of this convention they'll be sold through the mail at \$1 each, or \$1.50 for both, postpaid. Get your copies of these jam-packed souvenir programs of the 1971 and 1972 conventions now at the registration desk or mail your order to:

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